

# The Changing Face of Membership Drives

The state of pledge, experiments, successes and failures.

How to increase your member-base in a world of decreasing pledge results.



PBS

<b>AUGUST 2017</b>	<b>Stations Reporting</b>	<b>Dollars Pledged</b>	<b>Total # Pledges</b>	<b>Sust. Stations</b>	<b>Sust. Pledges</b>
2017	143	\$24,601,866	151,675	29.11%	27,839
2016	146	\$23,583,012	141,968	26.37%	27,810
Change	-3	1,018,854	9,707	n/a	29
Percent	-2%	4%	7%	10%	0%

26.37% = \$6.2M  
\$24.6M

24.67% = \$7.07M  
\$29.8M

<b>DECEMBER 2017</b>	<b>Stations Reporting</b>	<b>Dollars Pledged</b>	<b>Total # Pledges</b>	<b>Sust. Stations</b>	<b>Sust. Pledges</b>
2017	141	\$29,874,254	180,917	25.28%	29,171
2016	141	\$28,687,615	178,705	24.67%	32,995
Change	0	1,186,639	2,212	n/a	-3,824
Percent	0%	4%	1%	2%	-12%

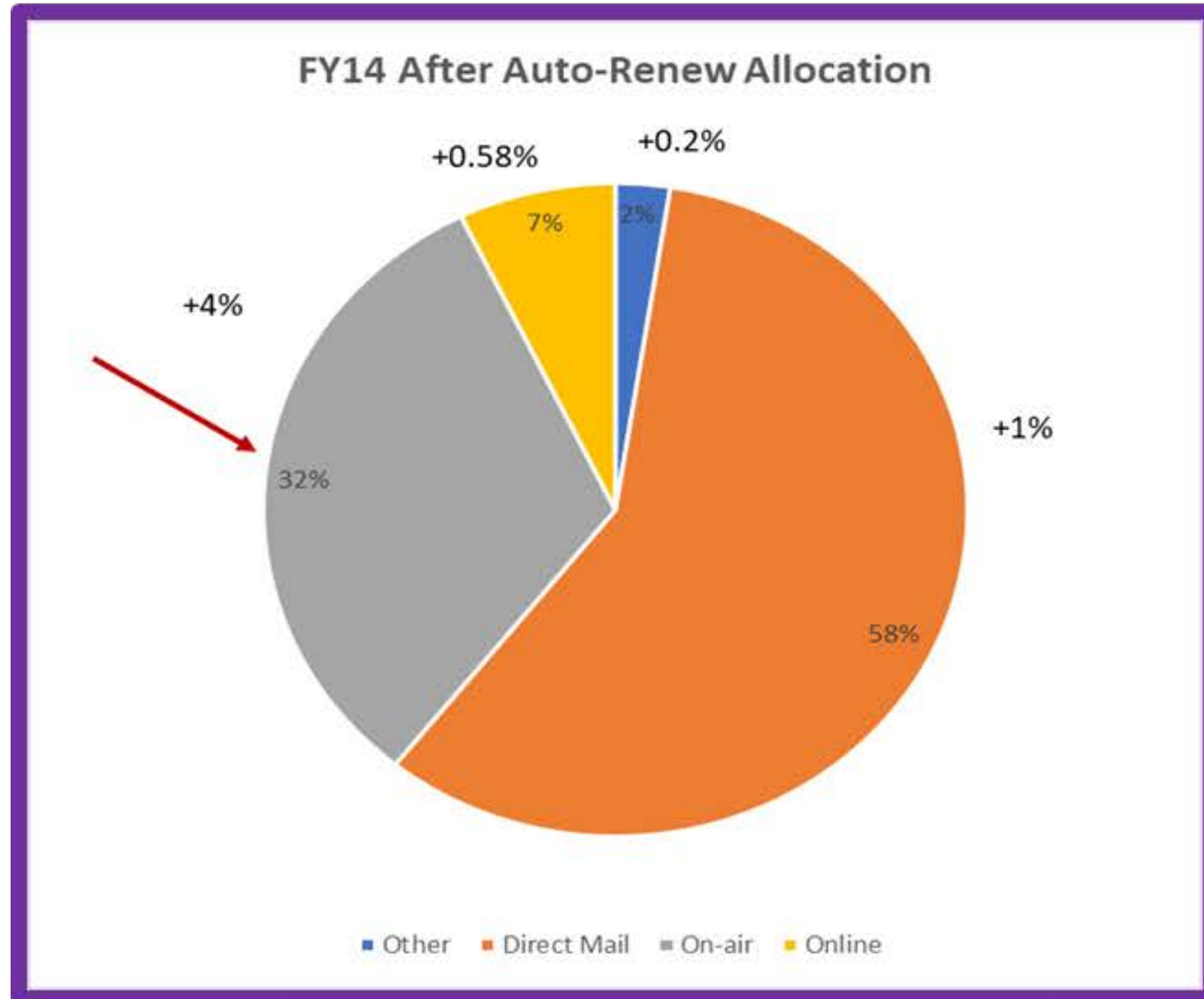
<b>MARCH 2017</b>	<b>Stations Reporting</b>	<b>Dollars Pledged</b>	<b>Total # Pledges</b>	<b>Sust. Stations</b>	<b>Sust. Pledges</b>
2017	142	\$38,735,035	231,214	19%	43,904
2016	145	\$39,300,570	221,628	18%	39,109
Change	-3	-565,535	9,586	0	4,795
Percent	-2%	-1%	4%	8%	12%

18% = \$6.9M  
\$38.7M

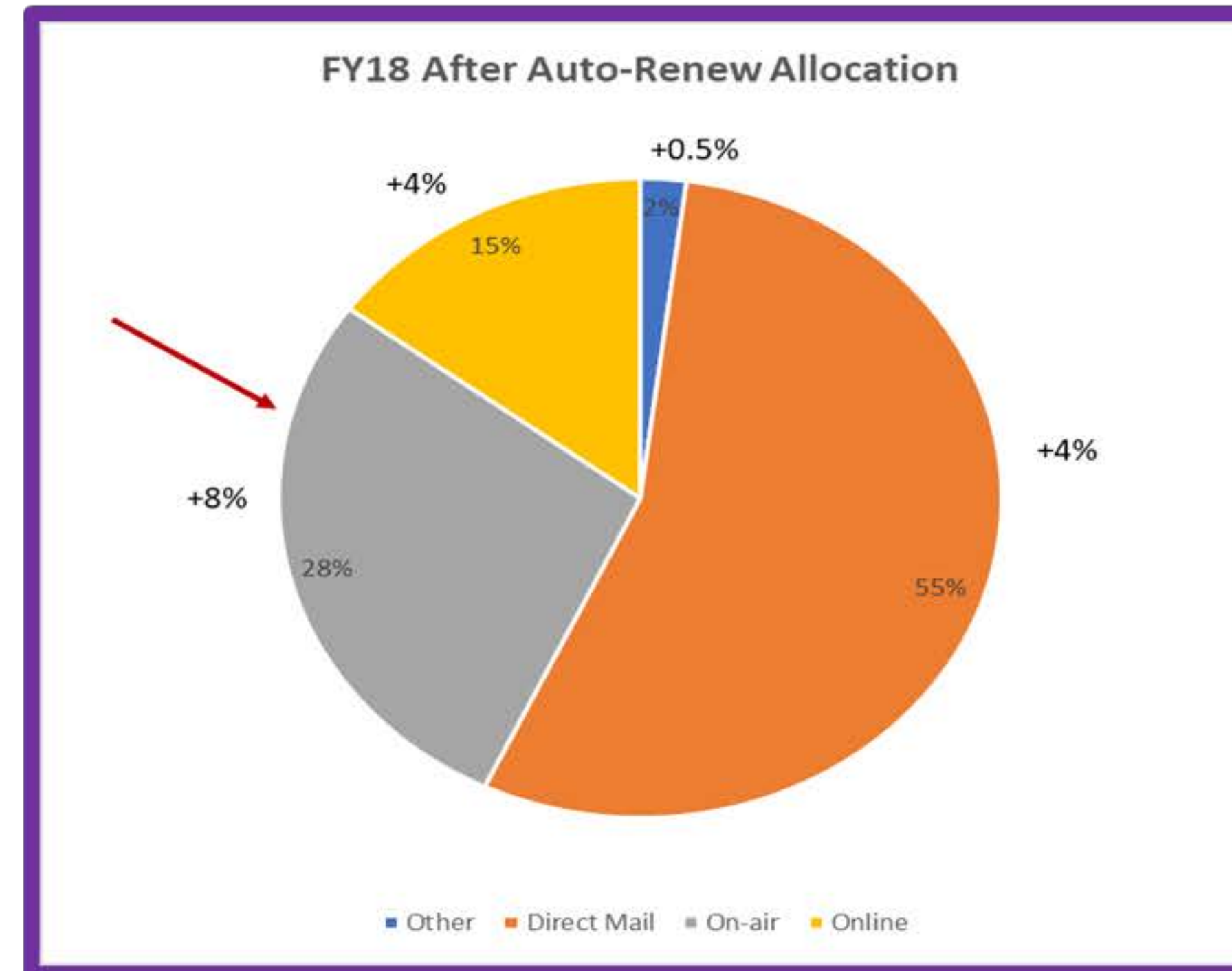


# HOLISTIC VIEW OF DATA

CPTV-4%



2014: 32%

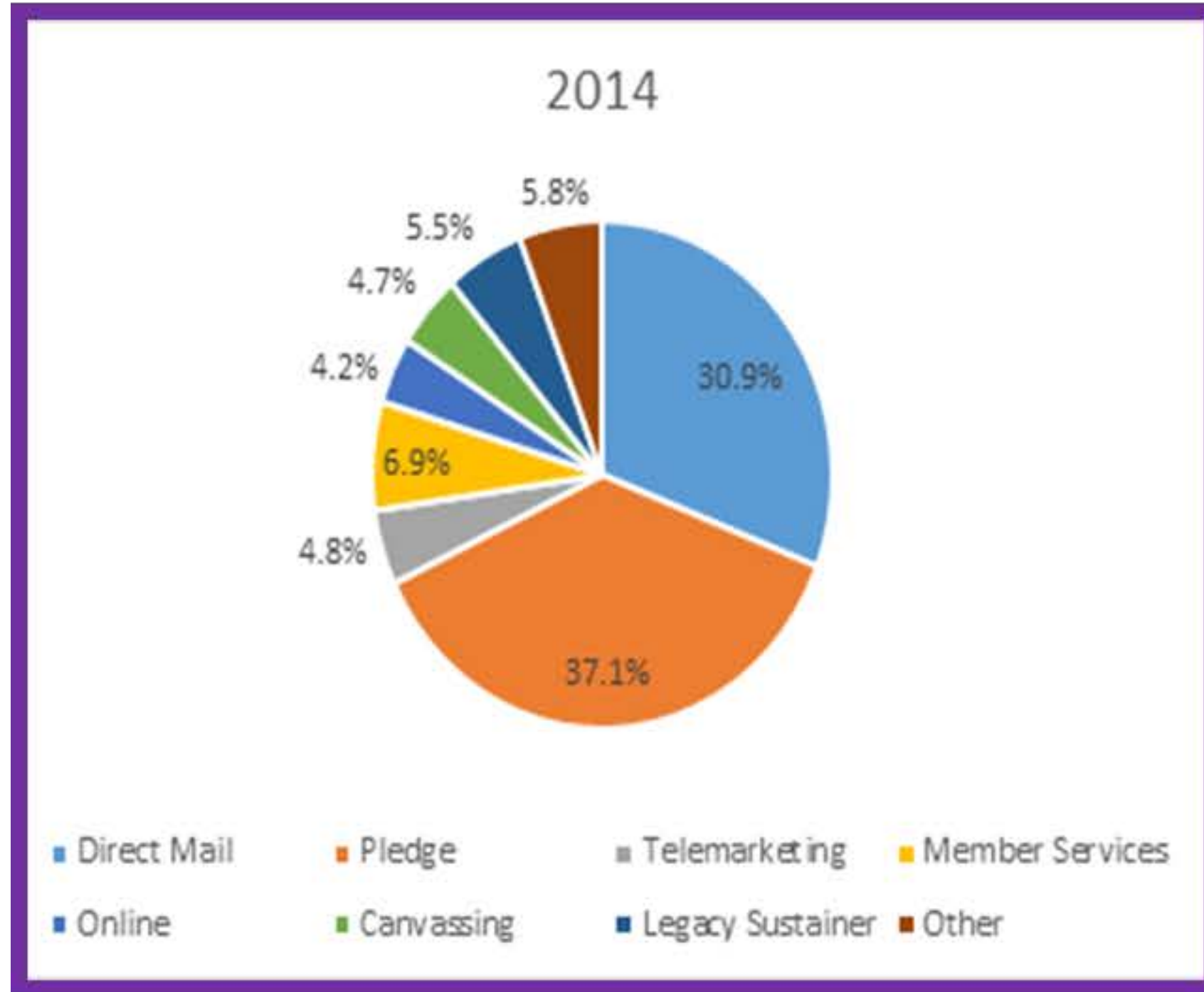


2018: 28%

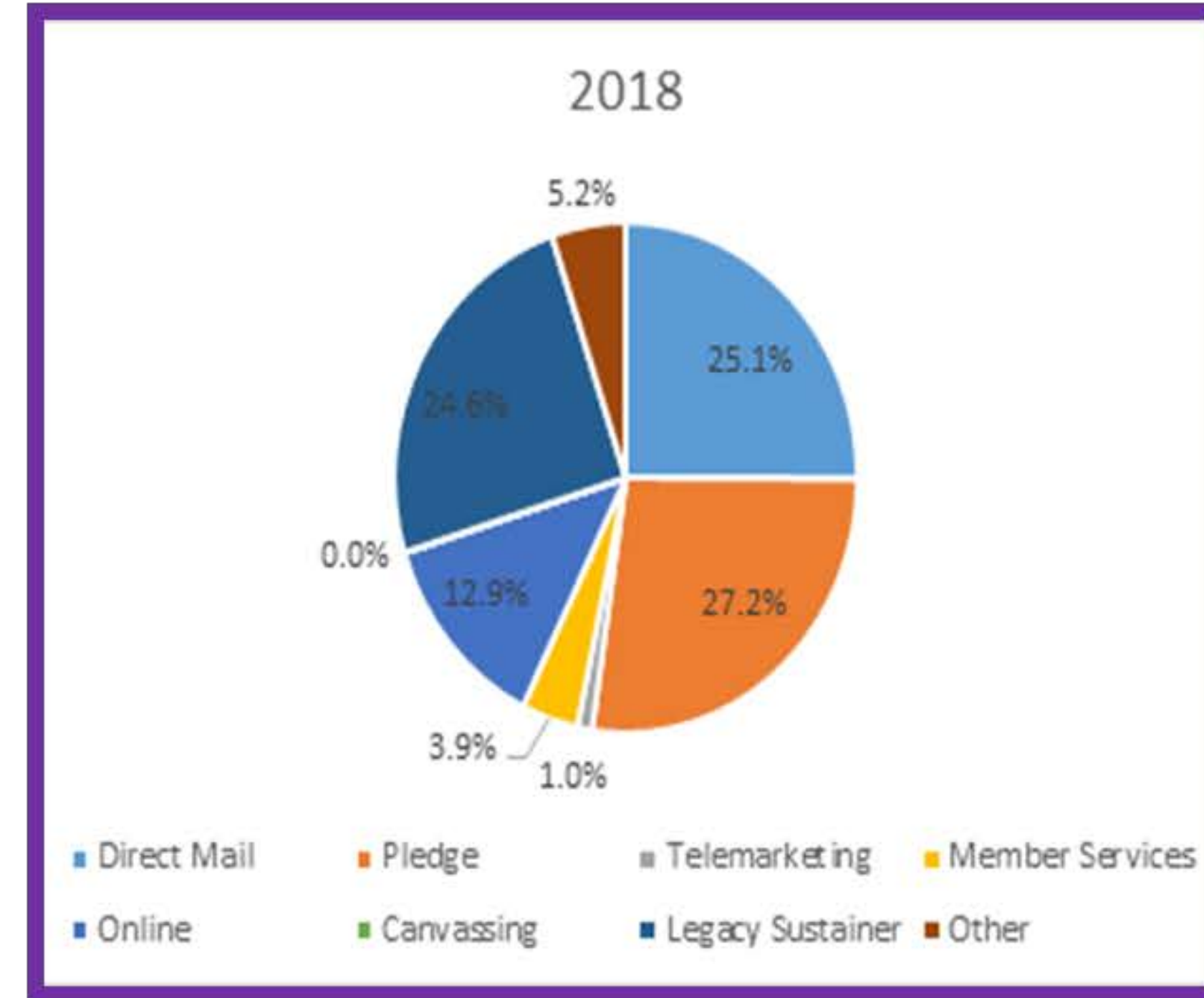


# HOLISTIC VIEW OF DATA

Arizona PBS +9%



2014: 42.6%



2018: 51.8%



# FY19 TOP PROGRAMS/CATEGORIES

Pledges NOT being associated with specific programs	\$3,602,343
Great Performances (combined 10 programs)	\$1,884,937
Henry Louis Gates, Jr. (combined 4 programs)	\$1,819,275
Suze Orman's Financial Solutions for You	\$1,762,532
PBS Newshour	\$1,744,081
Ken Burns (combined 4 programs)	\$1,533,023
Brain Secrets with Dr. Mike Merzenich	\$1,416,055
Downton Abbey (combined 2 programs)	\$1,327,044



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# GETTING REPORTING RIGHT

- **NEW REPORTING DASHBOARD**

- Viewable December or March
- Station data testing starts next week

- **ACD SORT FOR REPORTS**

- More accurate pledge results for better decision-making
- Launching in a few weeks





# WHAT'S NEXT

- **PRINCE DIGITAL TEST**

- 5 stations participated in 4-Part Email acquisition series and FB AD test from August 1 –August 15
- Emails: PBS Prosper, Station Lapsed Files, Other
- FB: Station Lapsed Files, Other, Website visitors (FB Ads had donation links)
- In aggregate, the metrics are in line with other digital campaigns. However, the variation in performance between the highest-performing and lowest-performing stations was significant.
- Almost 170,000 unique people saw the Facebook ad and 573 people expanded its reach by sharing it.
- Four of the five participating stations reported:
  - a. 88 total gifts of which 45 were sustainers
  - b. \$7,360 in total revenue for an average gift of \$83.63
- Overall, emails generated more revenue than can be attributed to the Facebook ads, which is to be expected and is consistent with other digital campaigns.
- In the future, streamline these digital campaigns by asking participating stations to sign on for a series of campaigns and use a consistent donation form layout. This will provide better results and help to build benchmarks.



# WHAT'S NEXT

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- **TEXTING**

- NOT “Text to Donate” but a mobile form
- Can try A/B test with micro-donations

- **FB and PATREON TESTING**

- Duran Duran for March



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